

ORDER



Orders
Order / Rev: 52015
Alt Order #: 9803721 /Brad
Product Desc: Tom Smith for Senate
Estimate: 225
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/24/12 / 08/27/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	35	\$11,625.00	\$9,881.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$11,625.00	\$9,881.25	0.00
Totals	35	\$11,625.00	\$9,881.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	18%	\$11,625.00
Market	100%	\$64,583.33

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	57%	\$36,812.50
WHTM	25%	\$16,145.83
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/28/12	08/31/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
Spot 2 WHP 08/28/12-08/31/12 M-F 5p-530p News Start/End Time 5p-530p Weekdays - TWThF - - - - Length :30 Rate (\$175.00) Rtg 0.00 Type NM Ⓜ Credited [Credited Spot]															
N 2	WHP	08/28/12	08/31/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF - -	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
N 3	WHP	08/28/12	08/31/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF - -	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
N 4	WHP	08/28/12	09/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF - -	:30	5	\$550.00	P-2	0.00	NM	6	\$3,425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	08/28/12	09/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	6	\$3,425.00
<div><div><div><div><div><u>Start Date</u></div><div>08/28/12</div></div><div><div><u>End Date</u></div><div>09/03/12</div></div><div><div><u>Weekdays</u></div><div>MTW-F--</div></div></div><div><div><u>Spots/Week</u></div><div>5</div></div><div><div><u>Rate</u></div><div>\$550.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div> <div><div><div><div><u>Spot</u></div><div>3</div></div><div><div><u>Ch</u></div><div>WHP</div></div><div><div><u>Date Range</u></div><div>08/28/12-09/03/12</div></div><div><div><u>Description</u></div><div>M-F 7p-730p</div></div><div><div><u>Start/End Time</u></div><div>7p-730p</div></div><div><div><u>Weekdays</u></div><div>MTWThF----</div></div><div><div><u>Length</u></div><div>:30</div></div><div><div><u>Rate</u></div><div>(\$550.00)</div></div><div><div><u>Rtg</u></div><div>0.00</div></div><div><div><u>Type</u></div><div>NM</div></div></div><div><div>See MG 4.6,4.7</div><div>[Program Change]</div></div></div> <div><div>6</div><div>WHP</div><div>08/30/12-08/30/12</div><div>NFL PRS Game Steelers</div><div>Various</div><div>---Th-----</div><div>:30</div><div>\$1,000.00</div><div>0.00</div><div>NM</div></div> <div><div>Ⓜ</div><div>MG for 6.4,4.3</div><div>[MG within Flight]</div></div> <div><div>7</div><div>WHP</div><div>08/28/12-09/03/12</div><div>CBS Sun Morning</div><div>9a-1030a</div><div>-----Su</div><div>:30</div><div>\$225.00</div><div>0.00</div><div>NM</div></div> <div><div>Ⓜ</div><div>MG for 6.4,4.3</div><div>[MG within Flight]</div></div>															
N 5	WHP	08/28/12	09/03/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
N 6	WHP	08/28/12	09/03/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$675.00	P-2	0.00	NM	4	\$2,700.00
<div><div><div><div><div><u>Start Date</u></div><div>08/28/12</div></div><div><div><u>End Date</u></div><div>09/03/12</div></div><div><div><u>Weekdays</u></div><div>MTW-F--</div></div></div><div><div><u>Spots/Week</u></div><div>5</div></div><div><div><u>Rate</u></div><div>\$675.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div> <div><div><div><div><u>Spot</u></div><div>4</div></div><div><div><u>Ch</u></div><div>WHP</div></div><div><div><u>Date Range</u></div><div>08/28/12-09/03/12</div></div><div><div><u>Description</u></div><div>M-F 730p-8p</div></div><div><div><u>Start/End Time</u></div><div>730p-8p</div></div><div><div><u>Weekdays</u></div><div>MTWThF----</div></div><div><div><u>Length</u></div><div>:30</div></div><div><div><u>Rate</u></div><div>(\$675.00)</div></div><div><div><u>Rtg</u></div><div>0.00</div></div><div><div><u>Type</u></div><div>NM</div></div></div><div><div>See MG 4.6,4.7</div><div>[Program Change]</div></div></div>															
N 7	WHP	08/28/12	09/03/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
N 8	WHP	08/28/12	09/03/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
N 9	WHP	08/28/12	09/03/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
N 10	WHP	08/28/12	09/03/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
Totals													35	\$11,625.00	